

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
FLORIDA	12,937,926	15,982,378	16,959,416	18,607,894
MEDIAN AGE (YRS)		38.7	39.6	41.1
LAKELAND, FL	405,382	483,924	513,754	562,691
MEDIAN AGE (YRS)		38.6	39.1	39.8
HISPANICS (ANY RACE)		45,933	53,343	65,599
STATE'S PERCENTAGE		9.49%	10.38%	11.66%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	385,099	404,578	437,629
MSA'S PERCENTAGE	79.58	83.60	90.43
MEDIAN AGE (YRS)	41.7	42.5	43.7
BLACK/AFRICAN-AMERICAN	65,545	70,867	78,188
MSA'S PERCENTAGE	13.54	14.64	16.16
MEDIAN AGE (YRS)	28.4	28.5	29.1
AMERICAN INDIAN/NATIVE	1,839	2,062	2,487
MSA'S PERCENTAGE	0.38	0.43	0.51
MEDIAN AGE (YRS)	31.9	31.7	31.1
ASIAN	4,515	5,069	6,100
MSA'S PERCENTAGE	0.93	1.05	1.26
MEDIAN AGE (YRS)	33.8	34.1	35.8
HAWAII/PACIFIC ISLANDER	207	223	282
MSA'S PERCENTAGE	0.04	0.05	0.06
MEDIAN AGE (YRS)	28.8	27.2	27.5
OTHER	18,466	21,816	27,084
MSA'S PERCENTAGE	3.82	4.51	5.60
MEDIAN AGE (YRS)	22.7	23.7	25.2

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	130,121	140,636
SUBURBAN	287,776	314,457
RURAL	95,857	107,598

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INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$40,421	-----	
PER CAPITA	\$20,541	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$7,056,803,000	\$9,408,126,000	33.32%
FOOD AT HOME TOTAL	\$906,100,400	\$1,095,854,700	20.94%
FOOD AWAY FROM HOME TOTAL	\$723,769,300	\$956,754,300	32.19%
FOOD AS % OF TOTAL EXPENDITURES	23.10%	21.82%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$186,941,800	\$228,382,400	22.17%
FISH & SEAFOOD PRODUCTS	\$16,938,400	\$20,452,100	20.74%
FRUITS & VEGETABLES	\$101,225,000	\$120,287,000	18.83%
DAIRY PRODUCTS	\$99,049,500	\$119,436,200	20.58%
BAKERY PRODUCTS	\$96,670,700	\$113,193,300	17.09%
CEREALS & PRODUCTS	\$48,400,600	\$59,922,700	23.81%
PREPARED FOODS	\$143,877,400	\$175,384,100	21.90%
JUICES	\$23,181,100	\$27,908,600	20.39%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$51,687,900	\$75,475,600	46.02%
FAST FOOD	\$23,434,900	\$33,338,900	42.26%
FULL SERVICE	\$28,253,000	\$42,136,600	49.14%
LUNCH	\$183,226,200	\$241,361,900	31.73%
FAST FOOD	\$112,636,200	\$145,136,300	28.85%
FULL SERVICE	\$70,590,000	\$96,225,500	36.32%
DINNER	\$259,046,700	\$349,607,100	34.96%
FAST FOOD	\$110,291,100	\$142,892,000	29.56%
FULL SERVICE	\$148,755,600	\$206,715,100	38.96%

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FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
<b>MEATS</b>			
MEATS (ALL TYPES)	\$937	\$1,040	10.99%
POULTRY	\$260	\$290	11.54%
EGGS	\$47	\$50	6.38%
<b>FISH &amp; SEAFOOD</b>			
FRESH	\$41	\$44	7.32%
FROZEN	\$28	\$32	14.29%
CANNED	\$16	\$17	6.25%
<b>FRUITS / VEGETABLES</b>			
FRESH	\$330	\$360	9.09%
CANNED	\$93	\$104	11.83%
FROZEN	\$60	\$62	3.33%
OTHER	\$24	\$22	-8.33%
<b>DAIRY PRODUCTS</b>			
FRESH MILK & CREAM	\$160	\$173	8.13%
CHEESE	\$130	\$136	4.62%
ICE CREAM	\$82	\$89	8.54%
BUTTER / MARGARINE	\$38	\$46	21.05%
<b>BAKERY PRODUCTS</b>			
BREAD & PRODUCTS	\$373	\$398	6.70%
COOKIES	\$72	\$76	5.56%
CRACKERS	\$40	\$42	5.00%
<b>CEREALS &amp; PRODUCTS</b>			
CEREALS	\$136	\$146	7.35%
PASTA PRODUCTS	\$40	\$47	17.50%
FLOUR & MIXES	\$44	\$52	18.18%
RICE	\$22	\$27	22.73%
<b>PREPARED FOODS</b>			
SNACKS/CHIPS	\$119	\$139	16.81%
JUICES	\$116	\$127	9.48%
FROZEN/PREP. OTHER	\$89	\$104	16.85%
SOUPS	\$60	\$69	15.00%
SAUCES & GRAVIES	\$57	\$57	0.00%
BABY FOOD	\$43	\$47	9.30%
FROZEN MEALS	\$41	\$47	14.63%
NUTS	\$32	\$34	6.25%
SALADS	\$23	\$27	17.39%

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